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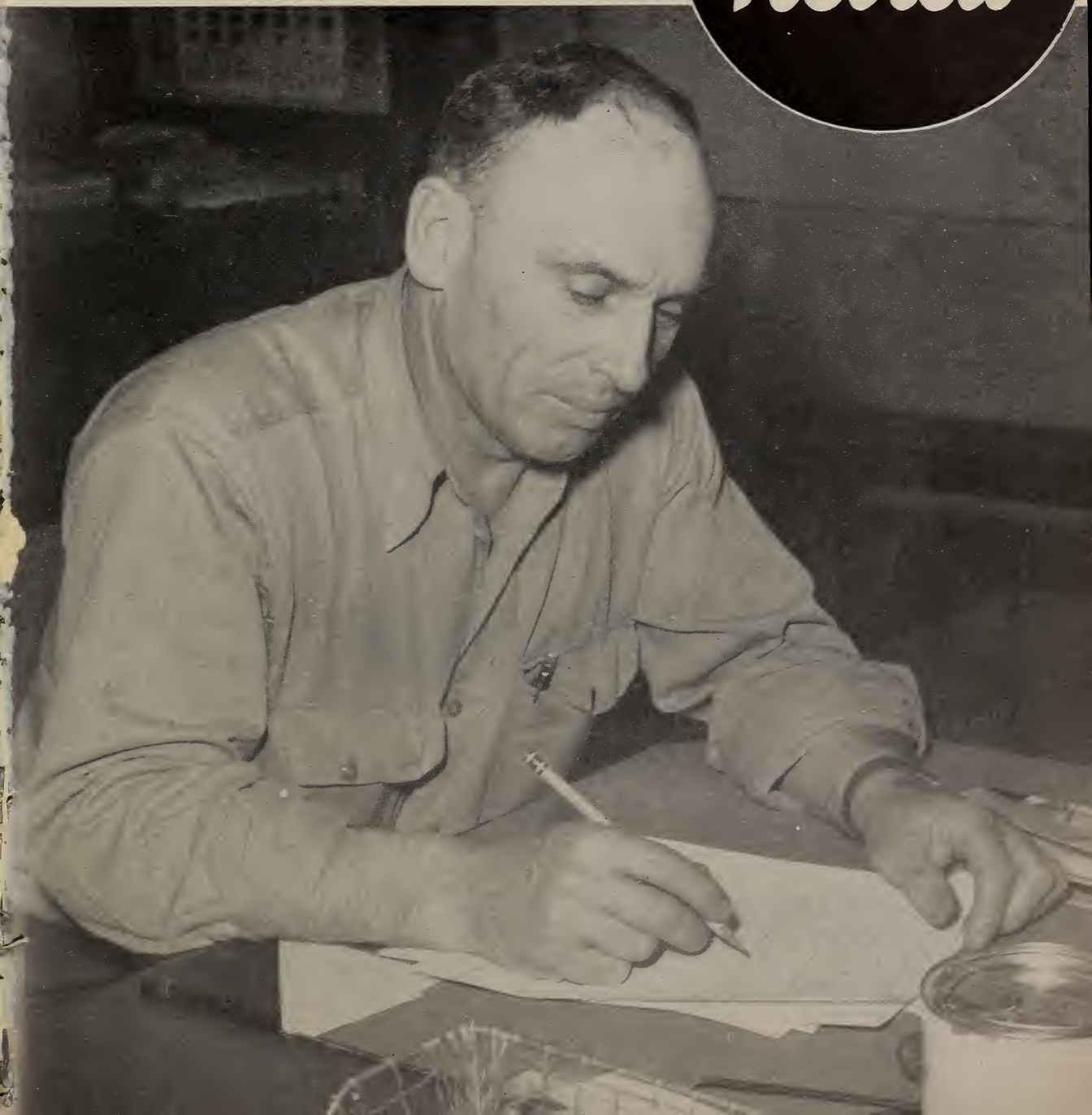
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JUNE 1953

FRANK SVOBODA, agricultural agent
in Renville County, Minn. See "*That
Grand and Glorious Feeling*," page 107

EXTENSION SERVICE

Review

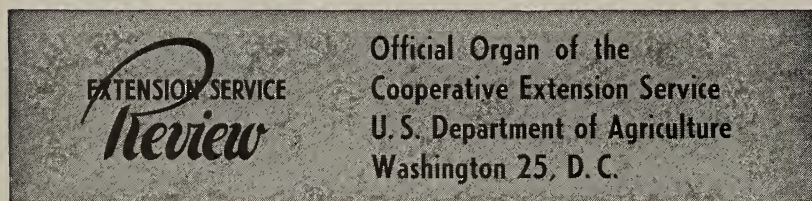


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Ear To The Ground

- Page**
- What is the agricultural policy? Secretary Benson has given a concise and understandable explanation to Department people, which you can read in "This We Believe" in the next issue.
 - As aforementioned, television will be the order next month. St. Augustine, that wise old monk, had some good ideas on how to communicate with his fellow men and get the desired results. His ancient formula looks as though it might work even in something as modern as television. Read it next month and try it out.
 - The "cover girl" will be Miriam Kelley, known in extension circles as a TV "natural," the idol of housewives with marketing problems, produce dealers with selling problems, and the kiddies who want to see what gadget she uses next. All these things are expounded in her article.
 - As a sample of what a TV-minded agent can do in reaching people, read about A. B. Jolley and his Dallas, Tex., program. It must be good, because before the article could break into print, we got the news that he had become agricultural director for the radio and TV station on June 1. Well—an extension-minded TV director or a TV-minded county agent—each serves the interest of the rural people.
 - A national project in agricultural communication is being set up at Michigan State College with the cooperation of land-grant colleges. It should furnish Rx. for agents with a weakness in mass media.
 - If such special issues are found helpful, others can be planned. What subjects would you like to see covered? What about marketing or program planning?
 - Secretary Benson recently said: "I have pledged to myself that I shall not knowingly be outdone in cooperative attitude by anyone in this Department. It seems to me that since I want your cooperation, I must if possible outdo you in extending mine." We echo this pledge.



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Prepared in Division of Extension Information

LESTER A. SCHLUP, *Chief*

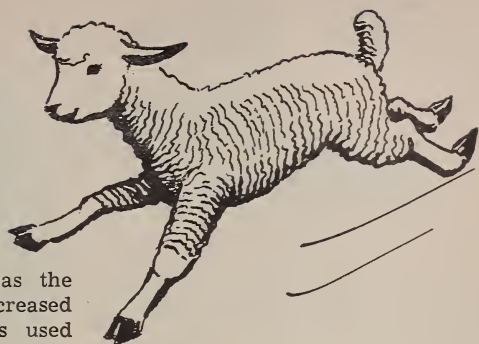
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That Grand and Glorious Feeling



Of all the compensations that come from agricultural extension work, it's hard to beat the feeling that one gets from seeing his educational efforts with youth bear fruit.

That's the feeling that Frank Svoboda, agricultural agent in Minnesota's Renville County, might well be experiencing these days. Minnesota State staffers are pointing with pride to the record that has been compiled in 9 years of the 4-H and Future Farmers of America western lamb project under his leadership. Frank, incidentally, is a real veteran of extension work. He has been agricultural agent in Renville County since March 1927. Before that, he served a couple of years in North Dakota.

Records show that the lamb project members in Renville County have done a progressively better job of feeding their lambs each of the 9 years. Death losses this year were the lowest, and gains were the highest. The percentage of prime lambs was high.

Perhaps most important of all, the project again this year was a source of valuable lessons in lamb feeding and handling. Svoboda didn't neglect to drive home these lessons in his report to the project members.

The members' records show, he pointed out, that there is no substitute for feeding and care. Vaccination for overeating is helpful but not a cure-all. Starting the lambs on feed gradually, watching results closely and then increasing or decreasing the feed in keeping with the animals' response and performance in the feedlot was found on the basis of the best records in the project to be the only dependable method of handling the lambs.

Specifically, the results of the year's work show:

Three lots which were self-fed chopped alfalfa-grain placed close to the top. This method is good in-

surance against overeating, as the grain in the mixture is increased gradually. One of these lots used corn-screenings for the grain in the mixture, reducing the cost nearly 50 per cent. A member who tried feeding corn-screenings alone did not do so well.

Another member fed ground corn alone as the grain. Gains by his lambs were pretty good, but the added cost of grinding did not justify itself on the basis of final results.

In counseling the young feeders, Svoboda was careful not to omit mentioning some of their shortcomings. Either too much speed or too much delay in getting the lambs on feed could and did cause setbacks on the road to turning out good market animals. The result of rushing the job was foundered, sick, or scouring lambs, which lost valuable time in the feeding period. Lots which were started too slowly showed the efforts of being kept on short feed too long, when they could have utilized more.

The young feeders' experience showed, too, that pouring grain in the bunks and good alfalfa hay in the racks at the same time may not be a paying practice. A sheep is well designed to handle roughage, and sometimes it will eat hay in preference to grain, Svoboda noted. The animal may, for example, fill up on the hay and neglect the grain. The more alert among these young feeders dodged this hazard by feeding grain alone in the morning and feeding the hay in the afternoon.

Tied in with this aspect of feeding was a lesson-learned-by-doing on the subject of feed-bunk space. The project members could see that even if the grain was sufficient, the lambs crowded out at the initial stand didn't return when room became available.

Comparisons between members demonstrated the fact that lambs

don't like dirty grain, hay or water. The best feeders in the project kept feed bunks clear of the ground to avoid having the feed trampled and they cleaned troughs and water containers daily.

In his summary of the year's work, the Renville agricultural agent counseled the youngsters to get acquainted with their lambs, to handle them gently, speak to them softly and avoid frightening them in any way. "A contented, happy lamb will fatten more easily than a wild one," was the motto he urged them to keep in mind.

County Agent Svoboda reports that he received "wonderful cooperation" from vocational agriculture teachers and businessmen of the county. The 54 exhibitors showed 1,023 lambs. Only 13 died.

The 1,023 lambs exhibited included 883, or 86.34 percent, grading AA. Lambs grading A totaled 112, or 10.85 percent.

The lambs averaged 64.2 pounds at the start of the project. They were fed an average of 109 days, with an average weight per lamb at sale date of 102.4 pounds. This meant that the average daily gain per lamb was 0.339 pound and the average feed cost per pound of gain \$0.155. They sold at an average price of \$22.88 per hundredweight.

Pens of lambs grossed \$22,094.05 and individual lambs grossed \$2,757.91. Total feed cost for all lambs was \$5,925.93, and total purchase price of the lambs amounted to \$18,217.76. Total cost of lambs and feed was \$24,143.69, with the cost of lambs and feed averaging \$23.60. The lambs sold at an average price of \$24.29 per head, giving an average profit above feed per lamb of \$0.69 on a declining January market.

The Office Family Conference

THE OFFICE family conference called whenever necessary, but at least once a week, is practically indispensable in the opinion of the extension staff in Labette County, Kans. Each member of the staff has a desk calendar which is put on the table at the weekly conference. All discuss the events coming up in the near future. The secretaries and agents then have on their calendars just what responsibilities each will assume on a given date and thus are in a position to be of greater assistance to each other and to the public. This, also, prevents duplication of effort, according to Agent Russell C. Klotz.

Such things as planning the Labette County Fair are handled in this way and everyone understands who is going to order the ribbons, who arranges for judges, who takes care of the evening entertainment—for they all have been discussed and definite assignments made together at the family conference.

Recently the campaign to get the entire office staff to visit all 4-H Clubs in the county during the year has been a feature of the county program. This gives everybody in the office an acquaintanceship with 4-H Club members and their parents. When they come into the office, they will be recognized and more effective help can be given. The entire staff are also more familiar with the county 4-H Club program and can help the club agent. When all are visiting different clubs the family conference is needed at least once a week to decide who is going where, when, and in whose car.

The staff has a gentleman's agreement that when a special program is underway, the one responsible can assign duties to other members when he needs help. For example, the home demonstration agent is assigned the responsibility of getting



(Left to right:) Barbara G. Brader, secretary; Russell C. Klotz, county agricultural agent; Joseph B. Turney, county club agent; Ruby Fay Reed, secretary; and Mrs. Grace A. Mayginnes, soil laboratory technician, hold one of their weekly office family conferences. The home demonstration agent was unable to be there.

a meal served by some group for a livestock tour the agent is conducting, or the club agent assigns other members of the staff to be in charge of various events at Spring 4-H Club Day.

The staff is made up of County Agricultural Agent Russell C. Klotz; Home Demonstration Agent Mrs. Faye E. Vice; County Club Agent Joseph B. Turney; Soil Laboratory Technician Mrs. Grace A. Mayginnes; and Secretaries Barbara C. Brader, and Ruby Fay Reed.

Mr. Klotz feels that it is important to have all members included. For

example, the secretaries receive the 5,000 callers and answer a similar number of phone calls each year. For greatest benefit to the general public, their qualifications and work are important and exacting—they need all the help and all the information they can get.

We know we do our work more effectively through the family conference than if we made plans when we met each other accidentally in the hall and on the spur of the moment, said Agent Klotz. The conference is run in a businesslike fashion, but they say they all enjoy it.

Ideas Visualized

EVEN experienced extension workers can get some pointers on graphic presentation from the demonstration of a pair of Kansas twins who have visualized four different methods of doing farm business: individual, partnership, corporation, and the cooperative. The boys are 15 years old and have been 4-H Club members for 6 years. In the club they developed considerable skill in the techniques of the demonstration for they were judged the top dairy demonstration team at the Kansas State Fair last year.

Their next venture was a series of models and charts which showed how each type of farm business got its customers: what price was paid

for merchandise, where the capital came from; who got the profits, and and what taxes were paid. It was a more abstract subject but they succeeded in simplifying and visualizing the ideas. After perfecting their demonstration, they appeared before the Shawnee County Farm Bureau, the Kansas Cooperative Council, and the American Institute of Cooperatives.

They personalized their talk by saying they were the third generation to do business with the cooperatives. Their grandfather had helped to organize the first elevator in Shawnee County. In summarizing, they dramatized a transaction with each type of business.

Exploring the Home Demonstration Trail

Mrs. Louise M. Craig, home demonstration agent in Pulaski County, Ky., describes her 3 months of traveling from county to county and State to State. As 1952 winner of the Grace Frysinger fellowship of the National Home Demonstration Agents Association, she was seeking some of the answers to problems of leadership training especially as it applies to civic affairs.

NO ONE MONTH'S study in a school or university could give such a varied and excellent cross section of home demonstration work as my study under the Grace E. Frysinger Fellowship in Wisconsin, Iowa, and Oklahoma. The women I met were anxious to tell me of their club activities and to learn about the women in my State. To the home agents I was just another home agent with the same aims, ideals, and problems. The State leaders and specialists were wonderful to help me learn all I could about their State's program and especially the phases which I wished to observe and study.

Any travel is educational and inspirational; it gives you an entirely new perspective, it refreshes you, recharges your batteries, so to speak. This certainly was true of this travel study. As I drove from place to place in my trusty 3-year-old automobile each day, I wished that every home demonstration agent in the United States might have just such an experience.

There are many similarities in home demonstration work in all the States I visited. We are all helping people help themselves by encouraging them to think and act for themselves so that they will have better homes and be better citizens.

In Wisconsin and Oklahoma I visited in ten counties, observed six leader-training meetings for women (attendance 98), seven local club meetings (leaders in action) (attendance 107,) five special meetings, council, planning, etc. (attendance 59) one district meeting, five 4-H club meetings (attendance 337).

I also had many conferences with State staff members and county and home agents. In Iowa I attended one

day and one evening of the Family Life Conference and had one day's conferences with the State extension staff members.

In Wisconsin the home agents and county agents cooperate in the studies of government. The women feel it is a worthwhile project—they feel that more stress should be placed on the how's and why's of taxation—how property is assessed. A conference of county and home agents who had conducted studies of government concluded that: (1) the project is a valuable one and follow up work in county government and other citizenship projects should be continued, (2) it is an excellent cooperative project for all members of the county staff to work on and we believe a county committee of interested lay people might be of value, (3) our teaching methods to date have not been as good as they should be. Teaching aids and devices are needed and agents must learn to use them effectively, (4) simplified and attractive leaflets and bulletins should be prepared in the State office for use before projects in other counties are carried out.

Good Ideas Everywhere

I gleaned ideas for program planning in all three States. A panel discussion proved an effective method in Winnebago County, Wis.—questions and answers in Waukesha County, Wis., and huddle sessions in Iowa.

Iowa does an excellent job of evaluating programs, even district meetings of extension agents. I was fascinated by the TV show, "Make a Dress TV" which had just been concluded. I was privileged to sit in

on part of the day's training for the 50 interviewers who were to make a survey of the results of this TV show.

In Tulsa County, Okla. I received some excellent ideas for exhibits. Kay County, Okla., explained a survey which they had made "to determine farm women who are interested in becoming members of a home demonstration club." The women felt it did much to strengthen their program. We are conducting a similar survey in my own county. I also received ideas for style shows.

Mrs. Leta Moore, extension specialist in family life, conducts her meetings with buzz sessions. She encourages long-time programs in family life. The Art of Growing Older is a project in a number of counties. Mrs. Moore told me that 66 of Oklahoma's 77 counties this past year had one to five family life programs.

Home agents in Oklahoma prepare material and leaflets and in both Oklahoma and Wisconsin they conduct many leader training schools. This requires much time and effort (one agent had worked nights and Sunday getting ready for training school and was giving 10 of the 12 programs scheduled this year.)

Some counties were carrying on so many different and varied activities in both adult and 4-H work, the question in my mind was, how thorough could this teaching be in each of these activities? Home agents in Wisconsin do not attend many local meetings. The home agent in one county where I visited in Oklahoma attends every one, the majority attend a few. Which is the most efficient and effective use of time?

(Continued on Page 117)

Some Tips on Administrative Effectiveness

HAROLD W. BENN, Assistant Dean
College of Agriculture, Wyoming

The practical ideas of the author stem from his studies in extension education and public and personnel management which brought him a doctor of philosophy degree from Cornell University in 1952.

DON'T skip this article because you aren't one of the few who have heavy administrative responsibilities. Are one or more persons under your direction? If so, you are an administrator—one who guides and coordinates the efforts of others. As such you can profitably give thought to opportunities for improving your effectiveness.

There are no sure-fire rules for administrative success, but there are some recognized principles which provide guides in examining procedures and policies. When judiciously applied in the light of a specific situation, they can make an administrator's job easier, increase the efficiency of an organization, and improve the morale and productivity of a staff. It is the purpose of this article to discuss a few of these principles.

1. *Is the staff "with you?"* Research has shown that people work most effectively when they are genuinely enthusiastic about their jobs and loyal to their organization and its leaders. Adequate salaries, satisfactory working conditions, and other material aspects are important, but additional factors may exert an even greater influence on attitudes and performance. Do the employees understand and believe in the purposes of the organization? Are there opportunities for them to participate in planning procedures and programs? Is there adequate delegation of responsibility and authority to carry on defined aspects of the work? Does recognition and commendation result from work well done? Are there opportunities for self-realization? These conditions are not always attainable; neither are they practicable for application to all

aspects of administration. However, the administrator who keeps these questions in mind and can answer them affirmatively most of the time may well find the results to be worth while.

2. *Does each person know his duties, responsibilities, and authority?* A clear and concise description of each position is essential to coordination and efficiency. An employee needs to know what he is expected to do, his responsibilities in the performance of his job and as regards the person who directs his work, and his authority to make decisions and supervise others.

3. *Is your unit organized for efficiency?* Analysis of the structure and procedures of an organization usually discloses possibilities for improvement. Time may be saved, costs reduced, and service improved through such changes as reassignment of work from one person or office to another, simplification of work, regrouping of positions, or centralization of service aspects such as accounting or purchasing. In small organizations, this analysis need not be complex, but it is a job too often neglected.

4. *Do you delegate work and responsibility?* Most of us find it difficult to leave details to others and to give staff members responsibility for specific phases of the work with authority to carry them on. An efficient administrator trains his staff on procedures, advises them on policies, and then leaves them to do the job to the best of their ability.

5. *Do you take time to plan?* Too often thoroughgoing planning takes place only as pressures necessitate such action. Periodically, the administrator should put aside the day-

to-day tasks, stand off for a look at the overall picture, and appraise possibilities for the future actions. For such an appraisal he needs to have as many facts as practicable, and on many matters he can profitably ascertain the judgment of others—fellow workers and representatives of the public for which he works. The alternative to sound planning is to drift along meeting the problems as they occur, but with no real progress toward established objectives.

6. *Is evaluation a part of your thinking?* Evaluation, like planning, is a job easily put aside; however, it is essential to efficiency. Evaluation is a process of measuring progress in terms of standards or objectives. An effective executive develops techniques to use in objective appraisal of an organization's efficiency. This process is much simpler in a factory where the unit cost of production can be precisely determined than it is in extension work where changes in human behavior are involved. In spite of this difficulty, extension administrators need to use such indexes of effectiveness as can be applied to the measurement of progress and as the basis for planning changes.

Does the above discussion seem too theoretical for extension administrators? If so, recall that these are "principles" offered to guide you to applications governed by factors peculiar to your own organization and situation. You yourself must decide the ways in which your activities can best be fitted to these principles.

The need for added recognition of administrative principles and their application to the Extension Service was pointed out by M. L. Wilson in the January Extension Service Review when he said: "The whole field of public administration in relation to extension needs much more attention, including developing the science and art of public administration applicable to its special problems."

Green Pastures Flourish

S. C. STRIBLING

Agricultural Editor, South Carolina

South Carolina farmers are very much interested in pasture improvement. This is shown by the large number of contestants and the keen interest in the 1952 county, district, and State pasture-improvement contests, and by the splendid attendance at the meetings and tours at which winners were announced and prizes awarded. That the interest has been turned into action is shown by the ever-increasing "Blanket of Green" which is spreading over the State.

C. T. Smith, successful Newberry County dairy and livestock farmer and leader in forage crop production and pasture management, was the 1952 State winner. Hannah Brothers—Ed, Jake, and Charles—outstanding dairy farmers in Abbeville County and State winners in the 1952 corn contest, were second-place winners in the State pasture contest. District winners in each of the three extension districts were also named and awarded prizes.

That the interest in this contest

was keen was shown by the fact that 330 farmers from 40 of the 46 counties of the State entered the contest and that more than 450 farmers, agricultural agency workers, and representatives of farm groups and commercial organizations were present at Mr. Smith's farm on March 26 to witness the awarding of the prizes and to tour his farm and study his pasture and forage crop program.

The 1952 statewide pasture contest was conducted by the Extension Service with the American Plant Food Council, the South Carolina Seedsmen's Association, and the Farmer's Cooperative Educational Association as sponsors. Points considered in selecting the winners were land utilization, adequate seasonal forage, effective use of plant food, pasture management, quality of pasturage, hay and silage, and progress made during the contest year.

In addition to the statewide contest district, green pasture contests were conducted by the Extension Service in cooperation with other

agricultural agencies in each of the three extension districts with different sponsors and with different emphasis and approaches.

In the 1952 Pee Dee district contest emphasis was placed on establishment of new summer and new winter pastures and on pasture management. For the district as a whole, winners were selected and prizes awarded for the establishment of new summer and new winter pastures. County winners were selected and prizes awarded for the management of old winter and old summer pastures, and in all-round grazing. The contest was sponsored by a morning paper of Florence. It was the first of the district contests and was started in 1949. In the early stages of the contest emphasis was placed on establishing new pastures. As the contest progressed pasture management was included, and in 1953 the utilization of both old and new pastures is being stressed. Special emphasis is being put on their use in hog production, including a ton-litter contest to emphasize the economy of using grazing crops along with a grain for growing hogs.

In the Savannah Valley district contest district prizes were awarded winners in the new winter and new summer pasture phases of the program. County prizes were awarded

(Continued on Page 117)



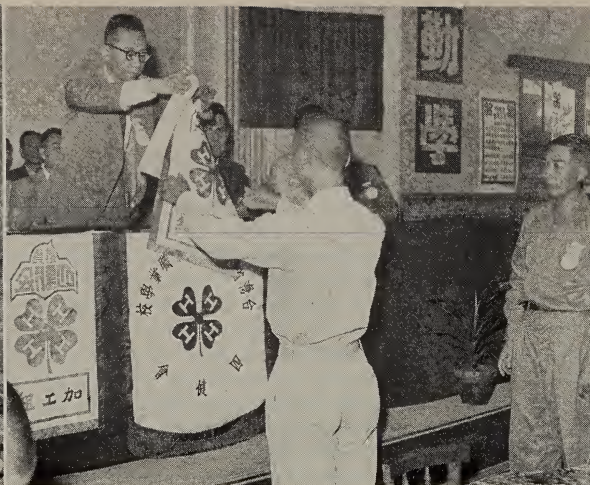
C. T. Smith of Newberry County, first prize winner in State green-pasture contest, talks things over with Paul B. Ezell, county agent. Judged on land utilization, adequate seasoned forage, effective use of plant food, pasture management, quality of pasturage, hay and silage, and progress made during last year, he received 1,970 points out of a possible 2,000 points for a perfect job. Veteran County Agent Paul Ezell states, "This farm is an outstanding example of things that can be done by intelligent management over a long period of years."



Hannah Brothers—Ed, Jake, and Charles—winning second place in the State pasture contest received 1,955 points out of a possible 2,000. Agent L. H. Bull (right) says of the Hannah Brothers' method: "They believe in using enough of the right kind of fertilizer and I think this is one reason for the wonderful pastures they have. In addition to using plenty of fertilizer, they have three ponds from which they irrigate. Irrigation is in its infancy in the South, and the Hannah Brothers are leaders in the use of this new approach to crop and pasture production."



One goal of this 4-H Club member is to get bigger eggs.



One of the first 4-H members receives an official club banner during the inaugural meeting in Taoyuan.



These pigeon houses bear and constructed by m

4-H Clubs Thrive in Formosa

ON TAIWAN, FORMOSA, today a new development is opening a bright vista of social and agricultural education for the island's one million rural young people, reports the Mutual Security Agency there. In 5 months, more than 3,600 students in seven agricultural schools and 1,700 young farmers in 88 villages have already joined the "Sze Chien Hui," similar to the 4-H Clubs of America. As in the United States, the four-leaf clover with the letter "H" on each leaf is coming to represent a chance for young farmers here to make a strong contribution to their country's future.

Taiwan's first "Sze Chien Hui" was inaugurated on October 14, 1952, under the sponsorship of the Provincial Departments of Education and Agriculture and Forestry cooperating with the Chinese-American Joint Commission on Rural Reconstruction. Seven agricultural schools—in Chiayi, Minhsiung, Taichung, Holi, Taoyuan, Chungli and Ilan—were chosen as the first demonstration centers and the movement has since spread to 88 villages and 4 townships.

4-H Club organizers build on a solid foundation in each new locality. First the support of local

community leaders is secured. Then the 4-H enthusiasts explain the purpose of the clubs to local young people and their parents. Youthful farmers can join the movement only if their parents approve.

Surveys made by club workers reveal the problems faced by young people in Taiwan's rural communities today; including the desire to continue their education, lack of job opportunities, and the difficulty of earning a livelihood. Very few complained of lack of spending money or recreation. The surveys reveal that, while the average young farmer has very definite ideas about the type of farming—poultry, hogs, goats and so on—in which he is interested, he wants to know more about latest methods of plant pest control, public health methods, paddy fish culture and related subjects.

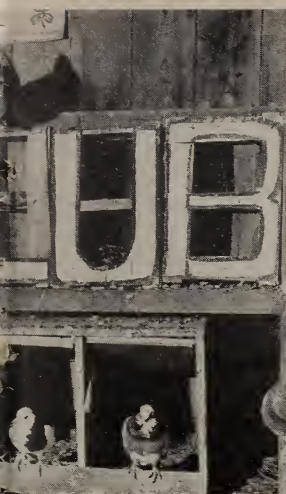
While the "Sze Chien Hui" teach democratic fundamentals, they are strictly non-political. Helping young people to become better, stronger individuals, citizens, and farmers—that is the sole purpose of the movement.

Members of the "Sze Chien Hui" are proving to themselves what can be accomplished. Three members of one group built their own sheds and

ovens and are now producing and selling 100 bottles of beancurd milk and 60 beancurds daily. They are making enough to cover all their school expenses. An 18-year old member just broke production records by harvesting 121 pounds of mustard from 10 square metres of land. One "Sze Chien Hui" group, raising fish in paddy ditches is earning a profit equal to that of two



One of the first clubs met on October 21, 1952, jointly by the Provincial Department of Agriculture and Forestry and the Joint Commission on Rural Reconstruction. The 4-H movement now numbers 6,



4-H emblem were designed
members of Sze Chien Hui.



Raising better chickens is the 4-H project of seven
Taiwanese agricultural schools and four village clubs.



With pride, 4-H member shows his
rabbits.

rice crops grown in the fields.

Self-reliance is the key to movement accomplishments. One chicken-raising group designed and constructed their own modern chickenhouses, complete with trapdoors and wire screens. They built their own kerosene and electric incubators capable of hatching 240 eggs at one time. Working with their own hands, these youngsters are fulfilling their pledge.

"Sze Chien Hui" members carry out their work according to a carefully planned schedule. Performance is evaluated by individual work records compared with weekly work

plans. The work records of the pioneer Taiwan members show that they are conscious of their importance as producers in the island economy. They are being readied in spirit, mind, and ability to carry out their future responsibilities as adult citizens.

Among those responsible for this development is A. J. Brundage, for many years State 4-H Club leader in Connecticut and for the past year on Formosa. In a recent letter, he wrote:

"As a matter of fact, because in Asia a majority of the people live on

the land, I am becoming increasingly convinced that 4-H Club work, conducted on a democratic basis, offers the greatest hope for interested countries to become democracies.

"I am sure that unless rural youth of Asia do learn the democratic ways—and soon—that there are problems ahead which we do not like to think about.

"The greatest field for 4-H Club work in the world is here in Asia. With wise help and encouragement from the West, Asia could rapidly become the 4-H center of the world."



sponsored
culture and
reconstruction
members.
A 4-H Club builds a model garden near their school. At the present rate of expansion there will be a 4-H Club in each of the island's 316 villages within the next 5 years.



Experiments with pesticides on fruit trees have convinced these 4 H Club members that knowledge of modern farming methods brings bigger and better crops on the Island of Formosa.



R. M. Turner (left) accepts check to be used for educational materials for new settlers in the Columbia Basin.

A committee of extension workers in Washington State is making news in these days of cutbacks and the balanced budget. Its job is to spend \$7,500. That should be simple, you say. Surprisingly enough, the committee replies, it takes a lot of work to spend \$7,500, if you have to spend it wisely.

The Sears Project Committee, as this group of extensioners is called, is selecting visual aids and printed materials for extension work among settlers on the newly irrigated lands of Washington's Columbia Basin. The \$7,500 is a grant from the Sears-Roebuck Foundation to do this job.

Grand Coulee Dam and an extensive system of waterways is slowly turning a million acres of sagebrush into a sprawling patch of green. The first irrigation water was available in the spring of 1952. Some 400 new families are now on the land. In 3 years, if all goes well, 3,200 farm units will be available for settlement. The farm and nonfarm population in the Columbia Basin is expected to jump from a few thousand to as many as 60,000 people.

Development of the Columbia Basin presents the Washington Extension Service with its greatest challenge. The Basin is adapted to the raising of a wide variety of crops and livestock. It may ultimately boost Washington's agricultural production as much as 40 percent. The people coming to settle the Basin are modern pioneers who are well endowed with spirit, but lacking in know-how. At least a fourth of the settlers now on the land are farming for the first time. Barely

Modern Pioneers Get Helping Hand

DWIGHT M. FAIRBANKS

Extension Visual Aids Specialist, Washington

half of those with farming experience know the techniques of irrigation. Extension methods keyed to established, experienced farmers don't fit the bill in the Columbia Basin. The settlers need the rudiments—not the refinements—of their new trade. The information must be highly digestible so it can be applied without delay. The extension worker is much more than a purveyor of know-how; he's a leader in the battle against failure and discouragement. He knows that lack of knowledge causes poor practices. Poor practices discourage a hopeful farm family and lead to the loss—for a time at least of a highly productive farm unit.

The new settlers are now getting personal, on-the-farm assistance from a group of skilled settler assistance workers sponsored jointly by the Washington Extension Service and the Bureau of Reclamation. These workers are doing their best to modify the tried-and-true extension tools to meet the needs of the laborers, artisans, and shopkeepers now learning to farm the Columbia Basin. But they can't do the job alone.

Here's where the Sears Project Committee comes in. Committee chairman is R. M. Turner, assistant director of extension. Extension staff members on the committee include one State extension agent, the agricultural engineering specialist, and agents representing the four major Columbia Basin counties. In keeping with the close cooperation of the Bureau of Reclamation and the Extension Service in all phases of the Columbia Basin development, a reclamation staff member also sits on the committee. Another committee member is the director of the Audio-Visual Center at Washington State College. Secretary of the committee is the extension visual aids specialist.

At its first meeting in January, the committee began by listing the major fields of activity in agriculture and home economics in the Columbia Basin. This list included irrigation (structures and methods, effect on soils, erosion and drainage control), weeds, fertilizers and soil amendments, farmstead planning and arrangement, gardening, farm structures, farm machinery, and conservation practices. The committee took a second look at each activity and chose the educational tools most urgently needed. In irrigation, for example, the committee voted to produce a short publication patterned after USDA's "First Aid to the Irrigator." It also decided to have models built of such irrigation structures as wooden checks, border gates, and flumes. The entire list of projects for all subject-matter fields includes folios of black and white photographs; slide sets and other transparencies; mounted specimens, and exhibits. The committee also voted to buy a camera and other photographic equipment for the chief settler assistance worker, a table viewer for 2 by 2 slides for three of the county extension offices, and a badly needed slide projector for another county office.

The committee is primarily an advisory group. Production of the visual and printed materials, for the most part, will be handled by others. Except for the photographic and projection equipment, materials purchased and produced by the committee will not be confined to the Columbia Basin. The irrigation models, for example, can be used in other irrigated areas in Washington as well as in classrooms at the State college. The insect and weed collections, though representative of specimens found in the Basin, will have interest throughout the State.

Three Churches Put on a Community 4-H Fair

REV. RICHARD FRUEHLING, Le Mars, Iowa, as reported to E. J. Niederfrank, Extension Rural Sociologist, United States Department of Agriculture.

THE BIGGEST BROTHERHOOD 4-H Fair in the World—that's what the 100 members of 3 rural Lutheran Church Brotherhoods of Plymouth County, Iowa, called it after this most successful experience last fall. It is a good example of what can happen when farm folk, through their churches and county extension services, set their sights on a challenging goal and work together to reach that goal.

The three brotherhoods which put on this event stem from Christ's Lutheran Church of Le Mars, St. John's Lutheran Church of Craig, and St. John's Lutheran Church of Akron, all of Plymouth County, Iowa. Farmers constitute most of the membership of these brotherhoods with the exception of several Craig businessmen.

Locally, the three congregations are usually referred to as the Craig, Grant, and Preston Churches, and the areas they serve make up one big community in Plymouth County.

The brotherhood 4-H fair was inaugurated by the Craig Brotherhood 3 years ago. Last year the Preston men teamed up with Craig in the project. This year Grant joined the other two.

These brotherhood men believe that 4-H work can strengthen the family, the church, and the community. They feel that their 4-H Fair demonstrates the interest of the men of the church in the youth of their community. It also offered an opportunity to build relationship between church groups, county extension services, and other similar resources.

Preparations for the fair began months ahead. A steering committee, consisting of three men from each Brotherhood, was selected. This committee met repeatedly. Under the leadership of the general chairman, Cliff Noble, they arranged for a time and place. They selected the men who were to supervise the calf weighing, the refreshment stand,

the calf barn and show, the tractor rodeo, the boys' and girls' demonstrations' and the flag raising.

August 13 was selected as the day for the fair. Preliminary preparations were made the morning of August 11. More than 60 Brotherhood men, dressed in working clothes, drove to the Craig ball park, site of the fair. Sleeves were rolled up. Saws hummed. Hammers beat a tattoo. The men did not have prefabricated materials, but before noon the calf barns and refreshment stand were ready for use. A half dozen power mowers purred as they shaved the outfield grass and trimmed the weeds along the road.

The local lumberman, John Schmidt, supplied poles and lumber. He said, "Boys, you don't need to pay for anything unless you break it." The lumber was handled with care.

Then came August 13. Fair day! The weather was perfect. Brotherhood men arrived on the scene early. Trucks bearing the baby beef rolled up. Now men weighed and unloaded the young animals. The pens were filled with 37 topnotch calves.

Refreshments Were Good

The refreshment stand was well stocked. In addition to other delicacies in the stand, rows of pies were lined up. Such delicious pies! Each brotherhood member had persuaded his wife to bake two.

The calf judging began at 1:30 in the afternoon. The fact that the Janssen family of Craig walked away

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The beef calf judging.

Library at the Crossroads



There are books in the bookmobile to suit everybody's taste.

THE crowd at the crossroads in the small Clarke County, Ala., community gradually grew larger. Everyone was there for the same purpose and yet each had a different mission. Mrs. W. L. Finley needed to borrow a new cookbook; Mrs. Alma Phillipe, was interested in poultry; the 80-year-old colored farmer quoted Shakespeare, and 4-year-old Carolyn Finley wanted to see pictures of dogs.

Everyone knew just what he wanted. He was seeking either knowledge or entertainment. And each one left with his request granted.

This was the day the Clarke-Washington bookmobile visited the community. Requests were for cookbooks, religious books, agricultural books, and fiction. Strangely enough, non-fiction books were more popular than fiction.

The story of this traveling library began long before this day in a meeting of the Clarke County Home Demonstration Council. Lucile Burson, home agent, first presented the bookmobile idea to the club leaders in 1937. They liked the idea and appointed Mrs. C. A. Coats, Mrs. Vernon Cammack, and Mrs. A. Baize Fleming as a committee to work out

some plan of organization. They decided to sponsor a bookmobile, but first a base library must be established to feed the traveling library.

With \$100 donated by the clubs in the county, a Ladies' Birthday Almanac, and a set of encyclopedias, the Clarke County Public Library Service was born. Donations of books started coming in and soon the library committee found themselves with books, but no library. So Probate Judge Coma Garrett, Jr., offered the use of a small attic room in the courthouse, known as the "Crow's Nest." Club members made curtains, dug up shelves and turned the place into a presentable library.

But the library soon outgrew these modest quarters, and was moved to a small building which had served as a law office, storeroom for coffins sold by a local merchant, a gristmill, and finally a storeroom for the county tools. The tools were moved out and books moved in.

The library continued to grow, and by this time each home demonstration club had established a community library shelf. These neighborhood shelves began with only nine books each—three children's books' three technical books, and three fiction. But at last the club women were able to see their goal

of a bookmobile in sight. Through the combined efforts of the Grove Hill Community Study Club, the county commissioner's court, and dozens of other organizations, the Grove Hill Memorial Library moved into its new brick home in 1950. Now the base library was ready.

And in the spring of 1951, the Clarke County Board of Commissioners appropriated \$3,500 for a regional library service program. Washington County also put up \$3,500, and the Clarke-Washington bookmobile was a reality.

The Alabama Public Library Service, with Mrs. Lois Rainer Green as director, lent a truck to get the rolling library under way. The State gave \$8,000 a year for 3 years to buy more books for the library. The first year the Clarke-Washington library bought the bookmobile, and after 3 years it will be supported entirely by local funds.

However, there's little chance that the rolling library will fail to get local support. Long ago these far-sighted community and civic leaders realized that "reading people are growing people." And folks in Washington and Clarke Counties are confident that their rolling library service will continue to grow right along with the people.



The bookmobile stops at the country store in the Mount Vernon Community.

Churches Put on 4-H Fair

(Continued from Page 115)

with most of the honors in that division didn't bother a soul. Everybody knew that Donald, Marvin, and Della Janssen were feeding some of the nicest calves in the community.

After the baby-beef judging, brotherhood men were occupied in different sections of the grounds supervising the boys' tractor rodeo, the children's games and races, and the 4-H demonstrations.

Half a dozen men were busy all afternoon and evening in the refreshment stand. But they were not always the same six. They "took turns." Most of the work was rotated among the men and older youth. Usually one took care of fair duties while the other man went home and did chores or did something else at the fair. Several men were needed at the gate. The attendance was excellent, the county paper reporting, "An estimated 1,000 people attended."

Preston won the brotherhood tug of war. After out-pulling Grant, the big men from Preston overpowered Craig. Preston has three or four men as tall as King Saul of Old Testament fame. Muscular? You should see them!

The pastries which had been entered by the 4-H girls were sold on the grounds. No doubt about it, these girls are going to be able to cook as well as their mothers.

Various agencies serving rural people had been invited. They took note of the fair, and were impressed. John Maddy, local representative of the Soil Conservation Service, displayed various types of grasses that are used to prevent soil erosion on waterways. Marjorie Shelly, home economist for the Iowa Dairy Commission, gave a demonstration and showed motion pictures on the use of dairy products. Nearly 100 brotherhood wives and daughters attended the demonstration in the parlors of St. John's Church a few blocks from the fairgrounds.

The top teams of a four-team "Kids League" sponsored by the community played baseball at 5 o'clock in the afternoon. Their big brothers engaged a softball team

from the city later in the evening.

Those who ate their picnic suppers in the park across the road from the fairgrounds pronounced the setting perfect. This park is another project of the Craig Church Brotherhood.

The pastors of the three churches—Rev. Walther Schmidt, Craig; Rev. E. J. Beckman, Preston; and Rev. Richard Fruehling, Grant—directed operations over the public-address system. Also, around to lend a hand were County Extension Agents Arlie A. Pierson, James D. Nuss, and Mrs. Lola Stelpflug.

What are the values of a project such as this? You can't put your finger on all of them. But everyone left the fair with a smile on his face. Such fellowship! What cooperation! Our youth know their folks are backing them!

The people of Craig, Grant, and Preston feel that 4-H projects strengthen family ties. Many father-son farming partnerships exist in this community. The boys like their community and their churches. Many of the girls are looking forward—not to the city—but to a career as a homemaker on a local farm. They hope they can continue to be members of Craig, Preston, or Grant churches.

One man said after the fair, "Our best crop is still our kids."

Home Demonstration Trail

(Continued from Page 109)

Most extension people in every State seem to be rushing. I am wondering if home agents might evaluate their work, by simple methods decide what is really needed and concentrate on that phase or phases each year. Perhaps home agents should plan their time more wisely, leaving room for interruptions. I have a feeling many of us are living our work both night and day. Is that a good policy? Perhaps we need to delegate more work to leaders and even assistant agents.

I wonder if we could be to blame for our ranks being depleted and few girls being interested in the home

Green Pastures Flourish

(Continued from Page 111)

demonstration program. We rush and we talk about how hard we work and how much we have to do; is this good professional ethics?

I received a treasure chest of ideas to inject into my own program for years to come. I met such wonderful people and enjoyed every minute of this unique and rich experience. winners in each of the 15 counties in the district for all-round pasture improvement and management. The contest in this district was sponsored by seven commercial organizations of the area and the Farmer's Co-operative Educational Association. More than 1,000 farmers have competed in the contest in its 3-year history.

In the Piedmont district contest prizes were awarded county and district winners in both winter and summer phases of pasture improvement. Sponsors of this contest were four commercial firms and the county agricultural committees of Fairfield, Spartanburg, Union, and York Counties.

In addition to the district and State contests many counties of the State had contests featuring various phases of pasture improvement.

That South Carolina's Blanket of Green program, supplemented by the pasture contests, is getting results is shown by a summary of estimates from county agents which shows that 4,301,367 acres were devoted to grassland farming in the State in 1952. This is significant in view of the fact that only about one million acres were planted in cotton. According to the estimates 895,737 acres were in improved permanent pastures, 1,133,900 acres in unimproved permanent pastures, 80,900 acres in supplementary grazing, 636,737 acres in hay, and 227,116 acres were in grassland crops harvested for seed.

Other grassland acreages shown in the summary include 1,169,395 of small grains of which 881,100 were in oats; 475 acres in wheat; 47,050 in barley; and 55,700 in rye. Annual grazing crops included 562,115 acres, of which 350,920 were in annual winter grazing crops and 211,195 were in summer grazing crops.

Voluntary Hospital Insurance

Develops as Outgrowth of Community Improvement

S. R. WINTERS, a frequent contributor to many national magazines, writes for extension workers who have so often furnished him with good stories.

THE NEED for collective health security is not an emergency which developed overnight—nor did the plan of mass insurance for rural communities “just grow” like Topsy. The need is as old as time—the solution has evolved from man’s natural impulse to survive once he becomes aware of impending danger or disaster.

The case history of Haywood County in the hills of North Carolina is one of many now being written throughout the country—yet one which stands forth as a shining example and criterion of success to the hundreds of other rural communities lacking medical insurance and just now awakening to their need.

This county group hospital and surgical insurance organization fol-

lowed as a logical sequence to an agricultural program which dated from February 1949, when the Haywood County Development Program began moving under the banner “Better Living for Rural People.” This original program had 5 definite objectives, namely, (1) Increased per capita income for greater security, (2) improved educational opportunity, (3) finer spiritual values, (4) stronger community life, and (5) more dignity and contentment in country living.

Wayne Corpening, former county agricultural agent, recognized “increased farm income” as the first necessity and used the slogan “increased production per person, per acre, per animal unit.” Six commissions were appointed to stimulate

increased incomes from burley tobacco, fruits and vegetables, dairying, poultry, beef cattle, and forestry. As a result, the income of Haywood County’s 3,100 farm families jumped to \$5,000,000 in 1949, with the prospect of further annual increase to \$7,500,000.

Other community achievements speak even more eloquently than the jingle of coin in the farmers’ pockets. These include improvements made in 1,700 rural homes; new playground facilities established for children and adults; 3,000 participants in athletic contests, singing and other forms of recreation; 300 voices in combined chorus at music festivals; 1,200 persons in attendance at fall and winter recreation contests between Iron Duff and Ratcliffe Cove communities; 400 farms in the county visited by 6,588 persons on 23 community tours; 156 persons on a 6-day tour of North Carolina, Tennessee, Kentucky, Indiana, Ohio, and West Virginia; 35 rural churches improved (\$40,000 expended on a single edifice); and beautification of virtually every cemetery in the county.

One Good Job Leads to Another

As a natural outgrowth of all this concerted effort and achievement, came the consideration of such problems as the relation of food to health; proper selection and preparation of food to provide adequate nutrition; and retaining maximum nutritive values of modern methods of conservation. Cooperation with agencies interested in the welfare of the physically or mentally handicapped, crippled, blind, deaf, or tubercular; aroused interest in health and sanitation; labor hours lost by reason of illness or injury; cooperation with county health department in positive



Good fellowship starts off the joint planning meeting of all the civic groups in Haywood County.

preventive measures; medical care, hospitalization, and health insurance on a voluntary basis.

This work, of course, required inspiring leadership, readily supplied by County Agent Corpening, and his right-hand assistant, Turner Cathey. It was Corpening's brain child—the responsibility of executing plans in detail rested upon the able shoulders of 190-pound 6-foot-1, Cathey. A graduate of Duke University, 13 years superintendent of a school district, farmer by avocation, Cathey could have been successful as a lawyer, doctor, or in any other profession, but he chose to live in Pigeon Valley and sparkplug the idea of helping his rural neighbors by fostering a vibrant community spirit.

The actual organization of the community insurance plan was comparable to a farmer breaking new ground for an agricultural crop or an architect drawing up blueprints for a new house. As a preliminary, out of the community development program already in full swing, a community chairman was designated in each of the 26 rural communities to ascertain if it were feasible to get group hospital and surgical insurance. A committee of seven chairmen constituted contact men with five or six insurance companies. These chairmen soon ran into defeatism, resulting in the elimination of all but two of the insurance companies. The board of Haywood County Commissioners then came into the picture, assisting the hospital board and representatives of the local medical society in holding a 4-hour meeting to determine what this blanket insurance should cover. Then the doctors and insurance representatives went into the various communities to explain—not sell—insurance. A representative of the insurance company also described the policy at a mass meeting in the courthouse.

Six to 8 months were devoted to organizing the 26 communities; the proposal was then submitted to Waldo Creek, commissioner of insurance for North Carolina, who not only approved the plan but offered suggestions to sidestep any technical difficulties or possible obstacles in obtaining the charter or papers of incorporation.

The "Special Group Hospitalization and Surgical Insurance for Communities in the Haywood County Development Program"—so styled formally—had been declared by County Agent Corpening to be purely local; that is, the people of each community were the ones to decide whether the project should operate in that community. The failure to register 75 percent support of the proposal in any community meant nonparticipation in the plan.

In unity there was strength of purpose and in getting cheap mass health insurance for each of the 26 rural precincts there was autonomous action.

Nearly 85 Percent Participation In One Community

There were 260 campaigners for the movement in Upper Crabtree alone; Mrs. Ralph Evans of Center Pigeon visited every home in her community in an effort which resulted in 84.6 percent of the rural citizens taking group hospitalization insurance. And so came into being one of the first organizations of its kind in the country.

At noon of June 10, 1951, the group hospitalization benefits went into effect at Haywood County Hospital. One maternity case stalled delivery on her baby from 11:30 till noon, thereby realizing \$100 on her rural community insurance policy. For days thereafter so many pregnant women flocked to this mountain hospital (there were 100 obstetrical cases in a 4-month period) the sponsoring insurance company declared that "Rural Free Delivery" had replaced the legendary stork!

Before the introduction of hospitalization insurance a young farm worker underwent a series of operations costing the county \$1,200 and his employer \$289. Now, all of the 5 families employed on this farm are covered by group insurance. The brand "charity patient" will soon be obsolete and a misnomer in the county.

A new sense of security settled in from cove to hilltop—the popularity of the plan echoes and re-echoes through the hills as subscribers com-

ment—"What helps some needy individual, stricken suddenly with illness or accident, rebounds to the benefit of the whole community." "Most people can't afford to get sick—this insurance sets no age limit, what helps one helps the whole community." "A previous state of health does not affect the benefits, nor is a medical examination required of a subscriber." "One of the best insurances any person could carry. Three dollars and ninety-one cents a month is no burden for the average family."

Contrary to popular belief, statistics show farm families are *not* healthier than urban families. Farmers, lacking the ready cash and hospital facilities available to city dwellers, postpone medical treatment and simple operations—sometimes with tragic results—in mortal fear of high hospital and medical bills. Now that black cloud of dread—(mortgaged homes, forced sale of property and stock)—is being lifted; these most worthy citizens are eager subscribers to the "prepaid" way of "suffering in comfort."

Good Neighbors

The Getchell 4-H Club of Valley City in Barnes County, N. Dak., is a neighborly group, according to Helen Winter, a member of the club.

The boys and girls clubs in Getchell township with 26 members include the mothers, fathers, sisters, brothers, and local friends in their monthly 4-H meetings. Mothers of the members take turns as hostesses to the approximately 40 to 60 people.

"The boys meet in one room, the girls around the dining room table, the mothers in the kitchen, and the fathers in the living room," Helen says. When the 4-H'ers finish their club work, the whole group has a social hour. They have picnics, card parties, oldtime dances and community ball games. Recently the group staged a successful card party and pie social to raise money for the local boys baseball team. This 4-H Club is a vital force in strengthening family relationships in the community.

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